

Communication Strategy

Rationale

Our vision is for Avanti Meadows Primary School is to become one of the most respected and admired state schools in the UK. Not only for academic achievement but because of the pioneering and transforming education it gives children that come here. We want each child to love learning inside and outside of school as part of our ethos, based on our three pillars: Educational Excellence, Character Formation and Spiritual Insight.

In order for our vision to be realised, we need to ensure that communication is central to school life and learning. Through good communication we build relationships and knowledge that are cornerstones of our school community made up primarily of children, parents and educators. We will succeed by working closely together.

Based on our three pillars, these aims are:

- Educational Excellence: **to raise standards for the benefit of all children by putting highly effective school systems in place**
- Character Formation: **to understand the uniqueness of every child and challenging and supporting each to be the best they can be**
- Spiritual Insight: **to help children along their journey of self-discovery to meet their spiritual, academic and social potential**

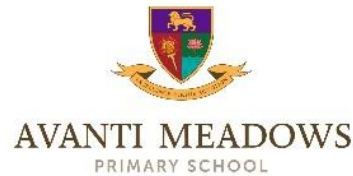
Principles of communication

A strong communication strategy ensures that every member of our community feels valued and in turn values the aims and vision of the school. Therefore our guiding principles for all school communication must be:

- Clear, accurate and precise
- Inclusive to the whole school community
- Improving our school by listening to each other
- Creating effective systems for feedback.

“The existentialist psychologist, Rollo May, once said, “Communication leads to community, that is, to understanding, intimacy and mutual valuing”.

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Underpinned by our distinctive philosophy, we strive to communicate truthfully, for the ultimate benefit of all in our community and in a pleasing and respectful way.

Monitoring quality

To achieve the best communication:

- We will ensure messaging are consistent through all forms of school communication (emails, internal memos, briefings, conversations, meetings, newsletters, Facebook, etc.).
- We will monitor the quality of information going from the school with the senior leadership team approving all letters and other messages to parents (including via Facebook, FOAM, Facebook, website)

Below are the school's communication channels and processes to 1) raise concerns and complaints, 2) wanting to meet staff, 3) wanting to meet the parent governor, and 4) sharing ideas.

Collective responsibility

Parents are responsible for accessing this information and gathering opportunities (newsletters, coffee morning etc.) provided and if they require further information or detail are expected to communicate with teachers, office team or the school leadership team.

Any misinformation heard in the playground or among other parents must be questioned and / or verified before it is repeated so that the correct details can be given. Repeating misinformation can be damaging.



Communication channels (this is not an exhaustive list, but most often used)

Who do we communicate to?	What do we communicate?	How do we communicate?
Parents (individually, collectively, via FOAM, direct from school)	Information about the school Teacher information Logistics: Dates/Times/Terms Events/Visits Incidences Safety information Progress updates Strategic Plans: long term plans of the school	Newsletter Letters from HT Website, Email Facebook Twitter Parent mail Face to face (daily with SLT; regular coffee morning; termly with formal parent consultations) Notes home Reading records Phone calls
Children	Information about learning Learning Progress Marking and feedback Behaviour monitoring reports Celebration events Home learning projects, reading progress	Face to face (teacher to child) Parent consultations Letters to children Notes home Celebration awards
The SSC and Trustees	All statutory aspects of the school are reported to the SSC: Information about progress, learning and teaching, standards, behaviour, leadership, parent view, finance, buildings, safeguarding, recruitment, HR and admissions and attendance.	SSC meetings HOS report Finance reports Termly face to face meetings Regular HOS/Chair discussion Email
Prospective Parents	Information about the school Teacher information Logistics: Dates/Times/Terms	Website Advertisements Facebook Letters Phone calls and face to face
Teachers	Teaching, progress, standards, strategy, professional dialogue, safeguarding	Face to face Briefings Memos Emails Official documents (appraisal for example) Meetings
Local Community	Information about the school	Website
Local Authority, Council and Government	Finance, Standards, Safeguarding, Statutory aspects, Admissions, Attendance, SEND	Finance reports and returns Submission of data Phone call and face to face OFSTED



Processes- Concerns and complaints

1st point of call	Talk to your child's teacher after school (teachers cannot discuss issues before the school day as they need to be prepared for the children)	Identify issue, discuss possible solutions, agree how to monitor or what the outcome will be.
2nd point of call	If not resolved, make an appointment with the senior leaders	Discuss with Head of School, monitor and refer to other services as necessary
3rd point of call	If the Head of School has not resolved the concern, complaint or issue satisfactorily contact the Chair of SSC	Write a letter to the Chair of SSC and hand into office in a sealed envelope

Wanting to meet staff

Meeting the class teacher	Arrange to meet the teacher one day after school	
Meeting the Head of School	Arrange an appointment to the HoS	The HoS's diary quickly fills up. Appointments may be made the following week or as soon as possible

Wanting to meet the a member of the SSC

Member of SSC	Arrange to meet a member of the SSC by leaving your details with the office	The member of the SSC will contact you via email or phone to arrange an appointment
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Sharing ideas

FOAM Events	To discuss or share ideas about possible events, contact FOAM	Attend coffee morning, email FOAM, join FOAM social media
Ideas	If you do not want to share ideas face to face, write your ideas on a communication note and drop in the communication box in the office area. Alternatively, email the school avantimeadows@avanti.org.uk	